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Carbonates in Italy

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Abstracts

Off-trade volume sales of carbonates have fallen into a slump in 2023, due to three main factors. Inflationary pressures, with the associated price hikes and consumer price sensitivity, is one major factor. Within this context many consumers are prioritising essentials, and carbonates is not a necessity. Secondly, weather factors have played a part. The weather in Italy in spring 2023 was poor compared to 2022, and with bad weather comes lower consumer footfall and lower levels of tourism overal...

Euromonitor International's Carbonates in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Carbonates market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Contents

Carbonates in Italy
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January 2024

LIST OF CONTENTS AND TABLES

CARBONATES IN ITALY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales of carbonates fall into a slump in 2023, due to inflationary factors, poor weather, and unhealthy image
Reduced sugar carbonates significantly outscore regular variants
Coca-Cola maintains its lead, while more affordable variants attract price-sensitive consumers
PROSPECTS AND OPPORTUNITIES
Carbonates will face ongoing challenges over the forecast period
Reduced sugar variants and “healthier” options will attract the most attention
Opportunities for premium and indulgent carbonates, such as those which fit mixology trends
CATEGORY DATA
Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023
Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023
Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023
Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023
Table 5 Off-trade Sales of Carbonates by Category: Volume 2018-2023
Table 6 Off-trade Sales of Carbonates by Category: Value 2018-2023
Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023
Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023
Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023
Table 10 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023
Table 11 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
Table 12 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
Table 13 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
Table 14 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

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Table 15 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
Table 16 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028
Table 17 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
Table 18 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028
Table 19 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028
Table 20 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028
SOFT DRINKS IN ITALY
EXECUTIVE SUMMARY
Soft drinks in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
Foodservice vs retail split
What next for soft drinks?
MARKET DATA
Table 21 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
Table 22 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
Table 23 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
Table 24 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
Table 25 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
Table 26 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
Table 27 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
Table 28 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
Table 29 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 30 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 31 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 32 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 33 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 34 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

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Table 35 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
Table 36 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 37 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
Table 38 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
Table 39 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 40 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 41 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 42 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 43 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 44 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 45 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 46 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 47 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 48 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 49 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 50 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 51 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 52 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 53 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 54 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 55 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 56 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028
APPENDIX
Fountain sales in Italy
DISCLAIMER
SOURCES
Summary 1 Research Sources

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